



FLORIDA—The Yachtsman's Paradise. A yacht docked at one of its many harbors.

CLEWISTON

“The City of Opportunity”

JOIN with the countless thousands of modern Ponce de Leons who are daily turning their faces toward the land of Dixie and rediscovering this fabled “Fountain of Youth,” the land of promise. The object of Ponce de Leon’s dreams that were realized, are the same today as on April 8th, 1512. The soil, the climate, the balmy sunshine, the land of everlasting youth are yours today as he found them then, if you will but heed the call of Clewiston—the City of Opportunity—Your opportunity.

Florida, the Utopia of the States, and Clewiston the heart of its wonderful glory and greatest promise invites your keenest investigation.

“Climb with Clewiston.”





B. G. DAHLBERG

CHARLES G. RHODES

There is a place for you in Florida, an important place, and Clewiston, as one of Florida's great future agricultural and industrial cities offers you the golden opportunity to achieve financial independence and contentment.

Clewiston will have a place for you whether you have much or little of this world's goods, whether you are robust or ailing, enjoying the vigor of youth, of the fruits of success in the fall or winter of life.

Clewiston, we predict, will be able to offer you and your family all the health and recreation of Florida, and in addition, the opportunity for a profitable livelihood.

The following pages will disclose why and how Clewiston can mean all this to you.

The following are some of the Directors and some of the Stockholders of Clewiston, Ltd.:

All of these men are recognized by leading banks and business institutions as individuals of unusual position and integrity in the financial and industrial life of the country.

B. G. Dahlberg—

Chicago, Illinois

President, The Celotex Company,
President, Dahlberg & Company, Inc.

To fully understand Mr. Dahlberg's position in the industrial and commercial life of America we refer you to an article appearing in the American Magazine for July, 1925, entitled: "Obstacles are the biggest bluffers in the world" which is an interesting life sketch of his various successful activities.

Isaac T. Cook—

St. Louis, Missouri

President, Isaac T. Cook & Company, Inc.
President, Diamond Realty Company,
Director, Frisco Building Company,
Director, Frisco Investment Company,
Vice President, Carleton Building Company.

Charles G. Rhodes—

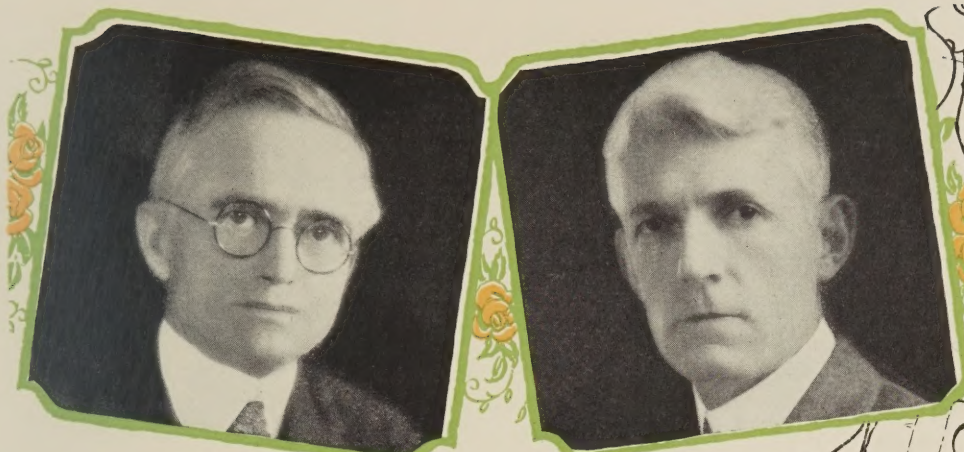
Chicago, Illinois

Treasurer and Director, The Celotex Company,
Vice-President and Director, Michigan Guaranty Trust Co.,
Director, Dahlberg & Company, Inc.



CLEWISTON
The City of Opportunity.

711.40973
C599c



T. A. BURT

ISAAC T. COOK



T. A. Burt— Urbana, Illinois
Director, The Celotex Company,
Director, Michigan Guaranty Trust Co.,
Chairman of Board, Urbana Banking Company.

N. C. Mather— Chicago, Illinois
First Vice-President, The Lord & Bushnell
Company.

Wm. A. Hopkins— St. Louis, Missouri
General Purchasing Agent, Missouri Pacific
Railway Company.

Walter A. Draper— Cincinnati, Ohio
Vice-President, Cincinnati Traction Company.

J. W. Ferguson— St. Louis, Missouri
President, Sabine Lumber Company,
President, Current River Lumber Company,
President, Carleton Building Company,
President, Texas Long Leaf Lumber
Company,
President, Frisco Investment Corp.



CLEWISTON
The City of Opportunity.

Climate

CLEWISTON is located in that section of Florida which enjoys as equable temperature as that of any part of the world—where the thermometer averages 68 degrees in the coldest months, and 75 degrees in the hottest months—where frost is rarely known, and where sunstroke or heat prostrations are equally scarce.

Florida's climate is the reason such men as the Rockefellers, the Ringlings, the Fords, Edison, Brisbane, Firestone, and thousands of others with great wealth at their command have chosen Florida for their homes and investments. Their resources and independence enable them to choose any part of the globe for their habitat, and they have chosen Florida because its climate is delightful, invigorating and enchanting, and conveniently located.


Clewiston's climate compares favorably with that of Hawaii, Southern France, Italy, Spain and other lands of equable climate.

Clewiston enjoys a cool and even temperature in the summer time as well as in winter, because of the breeze blowing off of Lake Okeechobee.

The glorious sunshine that brightens practically each day of the year; the sunsets on the lake, and the tropic moon glistening on the water; all add charm to the lure of this land of promise.

If you have never done so, you will find it interesting to watch the weather map of Florida. Notice how the temperature continues at the healthful 60 to 80 degrees winter and summer. When you have a hot day around the century mark in the summer time look at the temperature of Clewiston and note the refreshing 75 degrees they report. Or, in the frigid temperature of a northern blizzard, take the comfort of a look at Florida's weather map again and sense the warm sunshine and balmy breezes of its 68 degrees.

Consistent following of Florida's weather map will convince you that there is no need to worry about extremes in weather at Clewiston—there is no more ideal climate on the globe—ideal the year round—in summer as well as in winter.



Banana Grove
in yard of
Florida home.



Beautiful Driveway in Southern
Florida.



An attractive home in the center of a group of Palm trees at a
famous Florida resort.

CLEWISTON
The City of Opportunity.

Recreation

WHATEVER your inclination may be toward out-of-door sports, you will be able to satisfy it in Clewiston.

Bathing may be enjoyed in the delightful waters of Lake Okeechobee with its wonderful shore at Clewiston.

Fishing: Nowhere is the sport more to the liking of followers of Isaac Walton than in the waters of Lake Okeechobee which teem with all varieties of fresh water life, and every catch usually includes several of the lake's famous black bass. Or if your heart desires a 100 pound tarpon, barracuda or sail-fish, a 60 mile motor boat trip down one of the canals or rivers to the Atlantic or the Gulf will bring you to the scenes of the world's finest deep sea fishing.

Boating: At Clewiston you have a range of 1,000 square miles of fresh water for sailing or motor boating on the second largest fresh water lake within the United States, and easy access by means of the Caloosahatchee River and the many canals to the Atlantic Ocean or the Gulf waters.

Hunting: Wild animal life in profusion inhabits the woods and country back of Clewiston. Such game

as deer, bear and fox are often bagged, and rabbits, squirrel, duck, wild turkey, curlew, geese and every known kind of fowl abound.

Golf: Year round golf on a sporty, natural hazard, man-improved course in the magnificent sunshine that Florida alone knows, will be yours on the proposed country club course. This club and course are now planned for Clewiston and will be among the finest in the state.

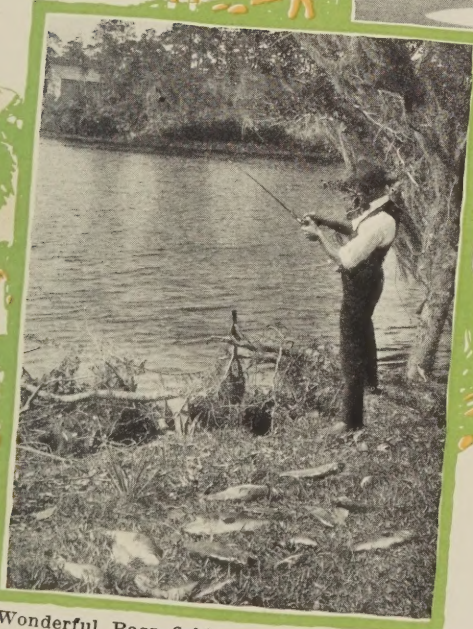
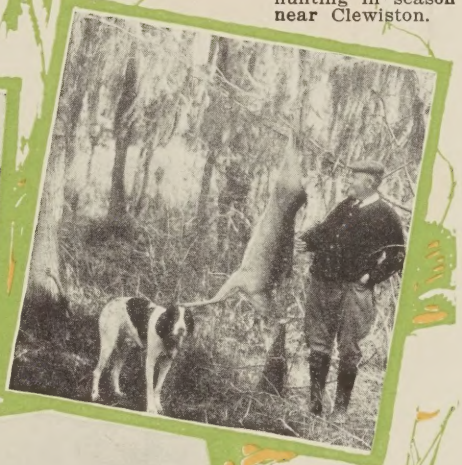
Motoring: Clewiston is on the new cross state highway which connects Palm Beach and Fort Myers. Access is thus easily had by thousands of miles of hard surfaced roads to every part of the state, providing the most ideal motoring conditions it is possible to imagine.

Tennis, Baseball: Ample provision will be made for these and other outdoor sports.

The delight of outdoor sports at all times of the year is one that can be enjoyed by those who become a part of Florida's population, and nowhere in this Garden of Eden State will you be able to find a happier spot to live and play in than in Clewiston as planned.

Excellent game hunting in season near Clewiston.

No necessity for "Winter rules" when golfing in Florida.



Wonderful Bass fishing near Clewiston.



A typical Florida resort scene.

CLEWISTON
The City of Opportunity.

Some of the finest sugar cane in the world.

Florida pastures support fine cattle.



Beautiful orchards can be developed on property around Clewiston.

Clewiston, an

THE agricultural district around Clewiston is one of the most unique in the world. It is not only well adapted to the production of citrus fruits and every known tropical and semi-tropical fruit, nut, vegetable, grain, sugar cane, and rubber tree, but grows successfully many other crops. Not only is this true, but it will produce from two to six crops of many things each year, and acre for acre the land will yield more abundantly and with less labor than the mind of the most enthusiastic farmer can imagine.

The reason for this is the rich, muck soil, the unmatched growing conditions and Florida's bountiful rainfall. The rich, muck soil of the Clewiston district is similar in character to the famous soil of the Nile valley, and is capable of producing as great a return for the efforts expended as is possible to obtain from any other famed agricultural districts of the world. There it is, a veritable mine of wealth, for those who wish to cultivate its great fertility and prosper from the abundant fruits and vegetables which have made Florida produce famous the world over.

There is no more ideal spot on the globe for raising poultry; cattle and hogs are being raised with great profit entirely on pasture except for fattening; and the dairy industry is naturally a thriving one.

It is not unusual for an acre to net \$1,000.00 with intelligent cultivation in this muck land.

Just a few examples of what is being done by farmers, fruit growers, and truck gardeners in the territory adjacent to Clewiston follow:

Potatoes often yield a net profit of from \$200 to \$600 per acre. Two crops can be grown each year with corn or a forage crop between. The corn is estimated to yield \$60 per acre on the general average.

Avocado Pears in full bearing yield net profits of from \$700 to \$2,000 per acre.

Peanuts produce three crops per year and return a net profit of upwards of \$120 per acre.

Bananas in full bearing yield a net profit of \$1,000 or more per acre.

Sugar Cane yields from 30 to 60 tons per acre and with the developments planned for Clewiston there should be a ready market for this crop.

Truck Gardening yields enormous profits; celery has returned as much as \$3,000 per acre, green peppers \$1,500; cauliflower \$1,200; cucumbers \$450.

Pineapples yield \$400 to \$800 per acre.

Berries of all kinds grow in profusion and yield up to \$3,000 per acre.

Citrus Fruits flourish and it is not uncommon for an orchard to re-pay its original cost each year, when in full bearing.

Nuts do well in this soil, and afford a fine opportunity for diversification even on a small tract of land.

CLEWISTON
The City of Opportunity.

Corn grows abundantly near Clewiston.



A fine poultry yard on a Florida farm.



Packing Oranges in Florida.



Alfalfa Crops near Clewiston.

Agricultural Center

Many are the letters we have on file regarding the agricultural developments of the Clewiston district. One of them is from F. C. Elliott, Chief Drainage Engineer.

Just a few quotations from others follow:

J. R. Doty, Florida State Representative from Hendry County, under date of April 8, 1925, says:

"I am acquainted with the lands in the vicinity of Clewiston and do not hesitate to say that the growth of vegetation both in wild growth and cultivated crops is simply marvelous. It is impossible to comprehend what vast amounts can be produced in a few weeks without one seeing it with his own eyes. I have met the Managers of the Clewiston Company and believe them to be men of integrity and financially able to carry out the plans of development they contemplate in that vicinity."

No better description of the wonderful richness of the muck-lands that adjoin Clewiston, or the inexhaustible possibilities for all phases of agriculture for countless crops of varied varieties, can be had by a stranger than the following, taken from the Quarterly Bulletin of the Florida Agricultural Department, dated October 1, 1920, and issued under the authority of W. A. McRae, Commissioner of Agriculture. This was written over four years before the Clewiston project

had its inception, but was a truthful word picture of this section about the city-that-is-to-be as it is today.

"The glades are being drained where 3,000,000 acres of muck which nature has been preparing in her laboratory during countless aeons of time a soil and humus, waiting the plow, to yield a harvest sufficient to support more people than are now in the state. These regions of the state have sufficient elevation to drain and at less cost than the baked plains of the west can be irrigated and when this is done who can measure the future agricultural possibilities of Florida? What has been done is only a faint indication of what will be done. All the things herein mentioned and more are prophecies of what is to come. With a bountiful supply of humus in peat-lands, with almost a monopoly on phosphate, and unlimited lime rock, what is to hinder the making of the agricultural future of this land of sunshine two to four crops a year? The state has almost a monopoly on the finest Fuller's earth of the world. This is needed in refining oils. Dehydration will help to utilize all the perishable fruits and vegetables that now waste for want of scientific curing and preserving."

Roland M. Harper, Florida State Geological Survey, has stated in an official report that in value of crops per acre Florida is above the average for the whole country.

CLEWISTON
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Other Giants of

BECAUSE of its strategic position in the central part of the state; its location on the main highways; its advantages as a shipping center for that territory; its proximity to developments in the sugar and other producing sections, Clewiston should become one of the greatest industrial cities in Florida.

It had not been considered that rubber could be produced commercially in the United States, but H. S. Firestone, the well-known automobile tire manufacturer believed that if it could be done anywhere, it could be done in southern Florida.

He investigated and experimented, and the result of his findings is seen in the rubber plantation which now is taking shape on an 8,000 acre tract a few miles west of Clewiston.

This enterprise is known as the **Henry Ford** plantation, for Mr. Firestone not only convinced himself of the possibility of producing rubber in this magic section, but Mr. Ford and Thomas A. Edison have joined him in the enterprise.

Henry Ford, the giant of American industry, purchased 8,000 acres of land in this magic section, and many kinds of rubber trees are now in process of growing for further experimentation. In addition Mr.

Ford plans other developments which are mentioned in the following letter from E. E. Goodno, Manager of the Ford Ranch.

E. E. GOODNO
Labelle, Fla.

April 22, 1925

CLEWISTON SALES COMPANY,
Minneapolis, Minnesota.
Gentlemen:

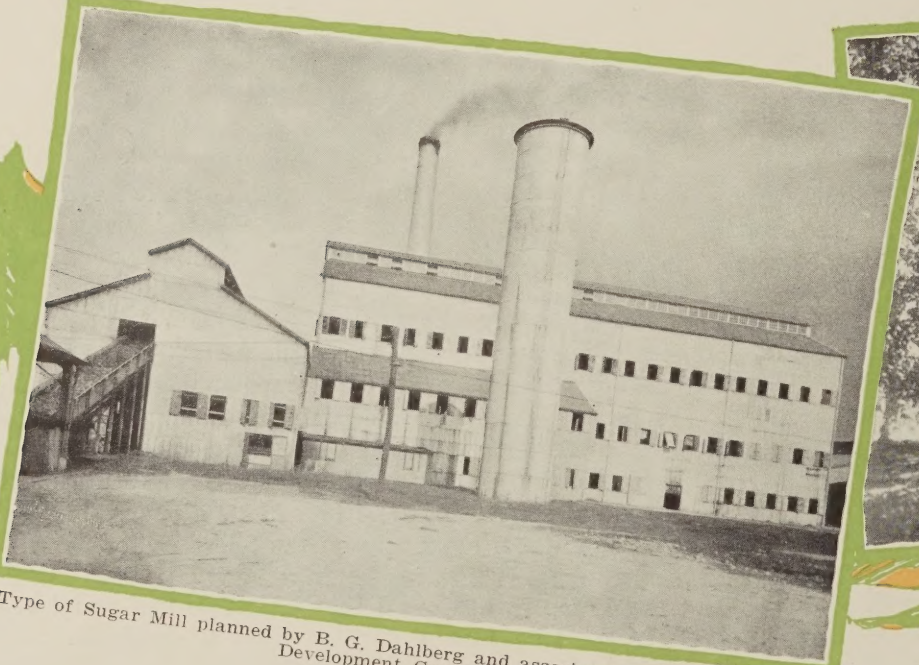
I am acquainted with F. Dean Duff, Isaac T. Cook, Paul Brown, B. G. Dahlberg and others interested in the development of the territory surrounding the town of Clewiston. I was appointed one of the Commissioners to assess the benefits and damages of the Sugarland Drainage District which includes the muck lands along Lake Okeechobee and the town of Clewiston and am thoroughly familiar with the agricultural possibilities in that section after the installation of drainage and water control works.

The Sugarland Drainage District adjoins the Henry Ford Ranch on the east and with completion of the works of the Sugarland Drainage District and the carrying out of the plans of those interested in that development a community is certain to grow up second only in importance in this section of the State to the developments planned here by Henry Ford and his associates.

Wishing you every success, etc., etc.

Yours truly,

E. E. GOODNO,
Manager Ford Ranch.

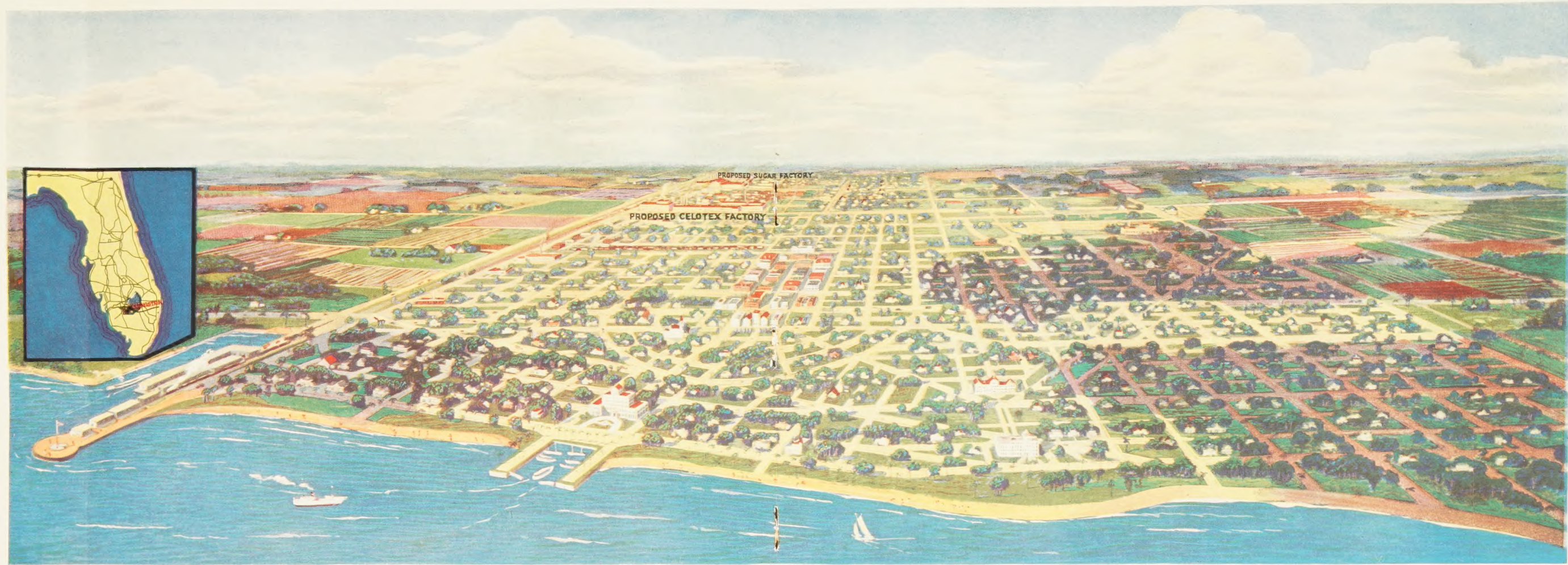


Type of Sugar Mill planned by B. G. Dahlberg and associates in the Sugarland Development Company.



Rubber trees.

"Pioneering Work" in CLEWISTON—is all being done for You



AN ARTIST'S CONCEPTION OF THE PROJECTED CITY OF CLEWISTON, FLORIDA, AS PLANNED AND NOW IN PROCESS OF DEVELOPMENT.

FLORIDA is divided into five sections: the East Coast; the West Coast; North Florida; the Highlands and South Florida. Each section has its own peculiar uses and advantages. The East Coast is known as the playground. The West Coast is quite similar in this respect, but in addition is developing industrially. North Florida is the timber country and naval stores. The Highlands are the greatest producers of various citrus fruits.

South Florida, around Lake Okeechobee, is all of this and more. In addition to possessing all of the advantages of these other sections, it is the greatest vegetable and truck garden in the world. It will grow every kind of tropical and semi-tropical plant and has greater commercial and industrial possibilities than any other part of Florida.

South Florida, where Clewiston is located, is the tropical part

of the state—the Coconut and Royal Palm growing north only as far as Fort Pierce on the East Coast and Fort Myers on the West Coast—both north of Clewiston.

Lake Okeechobee, which is fifty miles in length and thirty-five miles in width, lies between Fort Pierce and Fort Myers, and basking on its southern shores is Clewiston right in the center of this wonder region. Okeechobee is the second largest fresh water lake wholly within the United States, and is the largest lake wholly within any one state. The fishing industry on Okeechobee is an enormous business in itself, producing an income of approximately \$1,500,000 annually.

Along the southern shores of Okeechobee lie the famous muck lands of Florida. The soil of this most fertile country has been gradually built upon a foundation of Marl by decomposed vegetable

matter and silt and mineral salts carried south from Lake Okeechobee in a broad thin sheet of overflow. This marvelous process of natural cultivation has been aided by years of warm sunshine and life-giving moisture and when Dr. H. W. Wiley was Chief Chemist of the United States Department of Commerce, he stated "There is practically no other body of land in the world which presents such remarkable possibilities of development as the muck lands bordering on the South Shore of Lake Okeechobee."

Development of the land for agricultural purposes is readily and efficiently accomplished by drainage and water control. A tremendous project of this nature, costing approximately \$700,000.00 is now under way, to serve 43,000 acres of the land adjacent to Clewiston.

The pioneering work necessary in any country is being done for

you in Clewiston. The land in the agricultural area is being properly drained and receptive to different forms of cultivation. Hard surfaced roads will be built connecting with the main highways; and the city itself, planned by John Nolen, who has designed and rebuilt some of the country's most beautiful cities such as St. Petersburg, Florida; St. Paul, Minn.; San Diego, California; Milwaukee, Wisconsin; and many others, will be a dream city brought to reality on completion.

Street, avenue and boulevard in Clewiston will be hard surfaced; every lot will have electricity and water service; sidewalks will be installed and all this cost is included in the purchase price of the property; and in addition, there will be spacious public parks and bathing beaches.



Canals like these will serve Clewiston.

Beautiful residential section in a Florida City.



The Royal Palms, Miami. A large hotel is also planned on the shores of Lake Okeechobee.



Bathing beaches and parks are included in the plans for Clewiston.



Clewiston will have industrial plants like these.



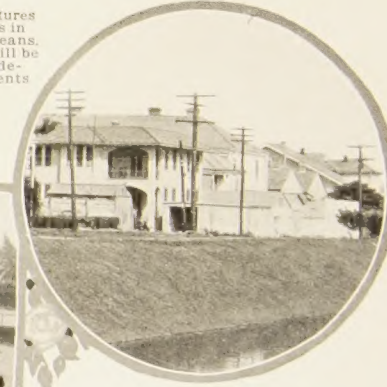
Sports for all the family at Clewiston.



Florida River Scene



Two pictures of canals in New Orleans. There will be similar developments here.



One of the finest Country Clubs in the state is planned for Clewiston.



The avenues of Clewiston will be beautified by fine residences.



in Clewiston Territory

and around Clewiston and we are permitted to quote an extract from their report, June, 1925.

"The Sugarland Development Company owns 15,000 acres of the richest soil in the known world, located at Clewiston, on Lake Okeechobee, Florida, south of Lat 27°30' N., which the best authorities consider the most suitable in the United States (if not in the world) for the successful cultivation of sugar cane, coupled with the high purity in the juice which greatly facilitates the manufacture of sugar.

A considerable portion of this Company's lands is already suitable for the initial plantings of cane which the Company is now undertaking and the entire tract is in the Sugarland Drainage District on which the drainage operations now being carried on under the capable direction of the Elliott & Harman Engineering Company will be completed next year, making it then all available for planting.

The company is now negotiating for the construction of the first unit of a three unit factory, to be ready for operation by January 1, 1927. If the plans now being prepared are carried out, this sugar factory will, in economy and efficiency of operation, be equal, if not superior, to any in Cuba or any other cane sugar country."

THE STATE OF FLORIDA
Department of Agriculture
Tallahassee
Nathan Mayo, Commissioner

April 8, 1925

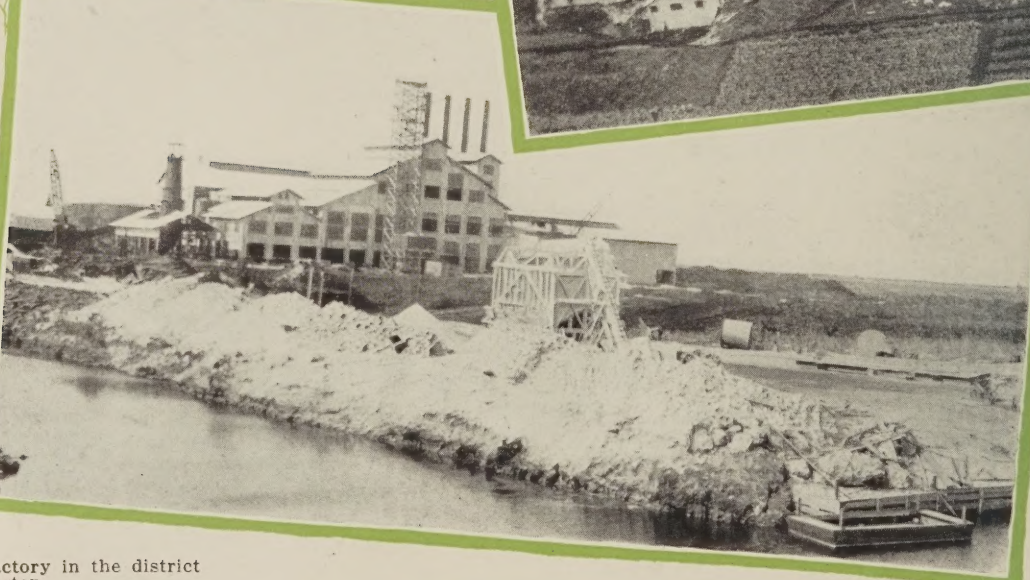
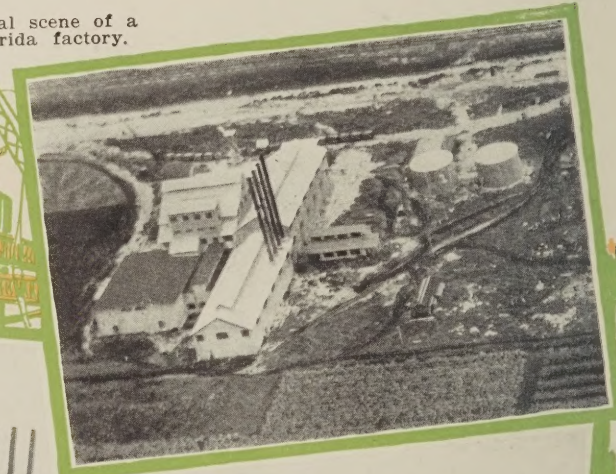
CLEWISTON SALES COMPANY,
Minneapolis, Minnesota.
Gentlemen:

Hendry County was formed from Lee County in 1923, and comprises the Northeastern part of the original County. This County is almost totally undeveloped, Labelle, the County-site, and Clewiston, being the only towns of any size. This County extends for a short distance into the Everglades District on the East. By far the greatest part of this County is made up of vast plains, almost totally undeveloped. The highway which extends from Fort Myers to Palm Beach will go through this County. I understand that quite extensive development projects are being planned by large capitalists in this section.

Yours very truly,
NATHAN MAYO,
Commissioner.

P. S.—This Department will be glad to furnish any information or data that we may have on this County.
Commissioner.

Aerial scene of a
Florida factory.



Two views of a Sugar Factory in the district
near Clewiston.

CLEWISTON
The City of Opportunity.

B. G. Dahlberg, President

Growing
sugar cane.

One of
the eight
Bagasse
Baling
stations of
the Celotex
Company
near New
Orleans.

THE rise of The Celotex Company in the industrial world, under the leadership of B. G. Dahlberg, is as romantic, yet sound and substantial as the history of Florida itself. Half a dozen years ago, Celotex Insulating Lumber was unknown. Today it is accepted as one of the greatest economic and industrial products ever developed for use in building construction.

Wherever used, Celotex replaces lumber and any insulating material, and within the space of four years it has achieved so great a success in the construction field that it is now sold all over the country. There is not a building any where, of any size or type which cannot use Celotex to great advantage in its construction.

Celotex is used in place of wood lumber as sheathing, or in place of lath, with plaster applied directly to its surface. In addition, it has many other uses and at all times is stronger in wall sections than the lumber it replaces.

Machines like this manufacture Celotex.

AERIAL VIEW OF THE MILL
ONE-THIRD OF A MILE LONG
THIRTY-FIVE CARLOADS OF

CLEWISTON
The City of Opportunity.

resident The Celotex Company sive developments in Clewiston

Its high insulation value keeps a home warm in winter, cool in summer, and more healthful. The use of Celotex gives all of these advantages yet does not increase the cost of building.

Celotex Insulating Lumber is manufactured from bagasse, which is the sugar cane fibre after the sugar juices have been extracted. It is therefore necessary that the factories of The Celotex Company be located in the country where the sugar cane is grown. The company now has mammoth factories in Louisiana, shown below, which produce over 200,000,000 feet of Celotex per year, but the rapid growth of the business makes further expansion inevitable. In an investigation of sites for future factories, Mr. Dahlberg turned to Clewiston because of its favorable location in the sugar cane country of Florida, its special shipping facilities, and the proximity to the great industrial and building markets of the north and eastern coast states.

THE CELOTEX COMPANY

General Office
645 North Michigan Avenue
Chicago

Office of
PRESIDENT

Plant,
New Orleans, La.

July 25, 1925

CLEWISTON SALES COMPANY,
Chicago, Ills.

Gentlemen:

Some time ago, for myself and associates, I purchased approximately 15,000 acres of black muck lands south and west of Lake Okeechobee and adjoining the townsite of Clewiston, Florida.

It is our present intention to put in here a large sugar and Celotex manufacturing project.

Drainage for the lands has already been contracted for and that work has been started.

The plans include a sugar mill of not less than 1500 tons capacity per day and a large Celotex plant. These two industries when completed, should give employment to between 2,000 and 3,000 people.

Yours truly, B. G. DAHLBERG.



AMMOTH MILLS OF THE CELOTEX COMPANY AT NEW ORLEANS. THIS IS NEARLY NG AND PRODUCES ENOUGH CELOTEX INSULATING LUMBER EACH DAY TO REPLACE OF ORDINARY WOOD LUMBER. SIMILAR PLANTS ARE CONTEMPLATED FOR ESTABLISHMENT AT CLEWISTON.

and his associates plan

This development will represent an expenditure of several millions of dollars and upon completion will use vast quantities of sugar cane fibre, which will be obtained from various sugar factories, and the plans of Mr. Dahlberg and his associates, as mentioned earlier in this book, include the erection of a large sugar mill, the first unit capable of grinding 1500 tons of cane per day.

These industries, when brought to full completion, should employ from 2,000 to 3,000 people so that Clewiston should increase in population very rapidly. Many others will have to be employed in the adjacent agricultural and industrial sections, so that within a very short time Clewiston should jump to a city of very substantial size, as a result of these important operations without considering other developments that should greatly increase the size of this city.

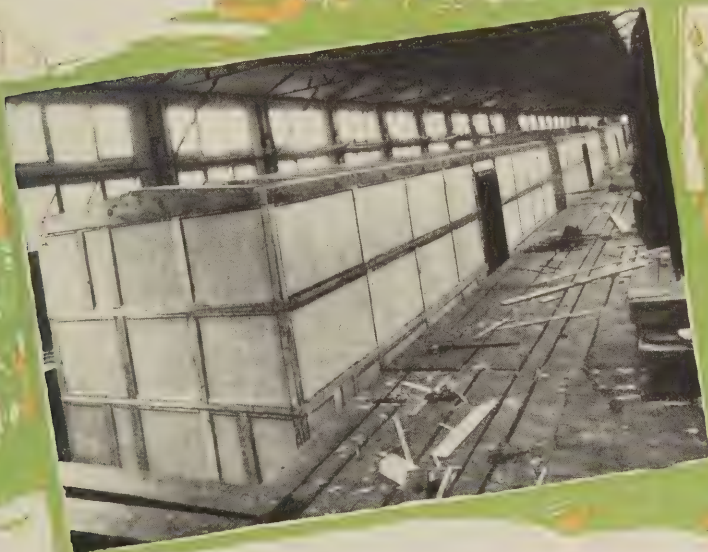
Whether you plan to come to Florida now or later, you will never find a more opportune time to purchase property in Clewiston, nor will you find a better chance to reap the reward of a profitable investment.

All of the property in this city should offer splendid opportunity for substantial advance in value—purchase of land should be a sound investment whether it is business property, residential property or farm land. Everything points to the rapid growth of Clewiston. There is everything to help it grow, and **now** is the time to become a part of this development.

A huge pile of Bagasse used to make Celotex.



Over 15,000 refrigerator cars are built with Celotex.



A group of small Florida homes built with Celotex.

CLEWISTON
The City of Opportunity.

Markets, Highways

ONE of the factors of greatest importance in Clewiston's strategic location as an agricultural and industrial city is its proximity to the markets, its excellent highways and its wonderful transportation facilities.

It is approximately a 60-mile haul by truck to Fort Myers or to Palm Beach and various roads to Jacksonville, St. Augustine and other important Florida cities give profitable markets for truck garden vegetables, poultry, butter and eggs, citrus fruits and other tropical fruits and vegetables.

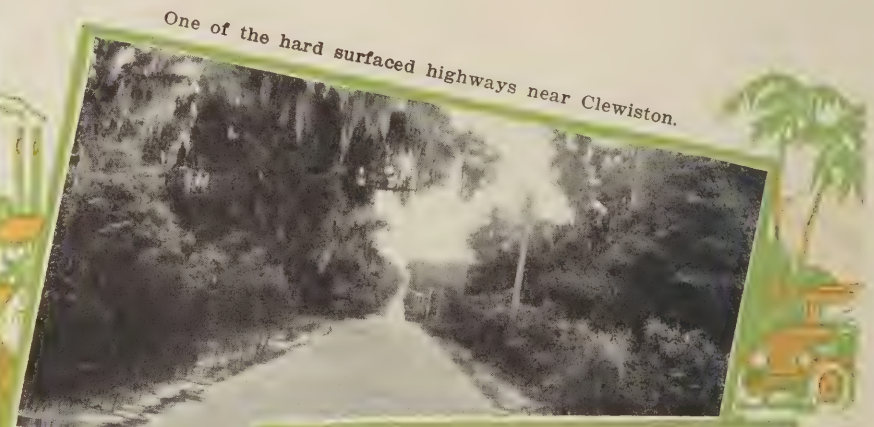
There are no better highways in the world than Florida's system of hard surfaced roads, and every part of the state is within a few hours' run from Clewiston. In addition to the state highway running north, connecting Clewiston with the Highlands district, and the Cross State Highway now nearing completion from Palm Beach to Fort Myers, other highways are proposed and will be built, which will enable short cuts to every point of interest in the entire state.

Clewiston is a terminus of the Atlantic Coast Line Railroad in Florida. It is thus connected by rail with all parts of the country and is within easy transportation radius of all of the large markets of the north and east. This is one of the reasons for the profits made by farmers in this district as they also sell to

the northern markets during the season when other agricultural centers are not producing due to climatic conditions. Of course, this direct railroad connection also makes Clewiston an attractive and convenient spot for all who visit Florida, either on business or pleasure.

In addition to this, Clewiston has the advantage of waterway transportation to Miami, Fort Lauderdale, Deerfield, Palm Beach and Stuart on the east coast, by means of deep, wide canals, to Kissimmee in the north through the Kissimmee River, and west to the Gulf of Mexico through the Caloosahatchee River. This system of waterways gives Clewiston water transportation to every important point and should further insure its right to the title of "Florida's Coming Industrial City."

Reproduced on the right hand page is a letter referring to the development in and around Clewiston and particularly to the highways, canals and transportation facilities of Clewiston. It bespeaks the ideal conditions with reference to transportation which means so much in the upbuilding of every community. Facilities to market products and to transport people and articles of commerce and trade really represent the life giving arteries of any center. Without such facilities nothing can be accomplished. With them, everything can be accomplished. Clewiston has such facilities in great measure and her future from this standpoint should be assured.



Canals and drainage projects aid in Florida developments.

CLEWISTON
The City of Opportunity.

and Transportation

ELLIOTT & HARMAN ENGINEERING CO.

Memphis, Tennessee,
April 15, 1925.

CLEWISTON SALES COMPANY,
Chicago, Illinois.

Gentlemen:

The surveys and engineering plans for the Clewiston, Florida Townsite are well advanced and include plans for filtered water supply from Lake Okeechobee, electric light plant, pavements, sidewalks and a Lakefront Park with bathing beaches and boat harbors.

The Industrial Canal from the Lake to the Celotex Plant and sugar mill, with water and rail connections, provides transportation facilities for unlimited developments. The Sugarland Drainage District surrounding the Townsite with contract let for complete drainage and water control assures a large agricultural development and tributary population.

Yours very truly,

ELLIOTT & HARMAN ENGINEERING CO.,
By JACOB A. HARMAN,
Engineers Clewiston Townsite.

It is particularly interesting to note that during 1924 more miles of new trunk line railroad were under construction in Florida than in all the other states combined. An equally amazing record will be made during 1925.

Little in America's railroad history has been more spectacular or record-breaking than the building in ten months in 1924 of 207 miles of new road by the Sea Board Air Line, directly connecting the East with the West Coast of Florida.

The Florida East Coast Railroad is double tracking its line. The Atlantic Coast Line is double tracking its main line from the North into the State, and is beginning an extension at the lower end of the peninsula. The Sea Board will make further extensions, including the opening of a new main line up the West Coast, an extension from Sarasota to Fort Myers in the Clewiston district, and several new short cuts. There are indications also that one or two new railroads will enter the State shortly.

The full significance of the extraordinary amount of railroad construction taking place in Florida is more fully understood when you realize that all these transportation lines are built because of the tremendous developments within this State.

Another
good road.



Clewiston is
a terminus
of the
Atlantic
Coast Line
R. R.

As far as the eye can see—broad canals.

A station of the Atlantic Coast Line
R. R. in Florida. Photo by courtesy
of the Railroad.

CLEWISTON
The City of Opportunity.

Clewiston Wants

MIAMI grew from a community of two small families to a city of 65,000 in a few years. Other Florida cities have had a similar wonderful growth without the same natural foundation for a city such as Clewiston possesses.

As Clewiston develops into a city there will be need for every kind of professional man, every kind of merchant, every kind of skilled mechanic, every kind of artisan, every kind of business man. Men of capital and retired business men will find it their Utopia.

No matter what your vocation, you should be able to find a profitable and pleasant post in Clewiston. More than that, Clewiston wants you, and will need you within a very short space of time.

Make your purchase of lots or land now from the large detailed plat which will be sent you upon request, so as to reserve the spot you want. You should make certain of a home in Clewiston, located in the delightful spot that appeals most to you—or, at least, make an investment that should bring to you a part of the great fortunes that Florida is making for others all about you. You cannot make a mistake on any property in Clewiston. There is nothing that can reasonably prevent its rise in value. Recall the history of other Florida successes and realize that the wise thing to do is to buy now on the easy payment plan which is explained in another page of this book, and thus be prepared to take your place in the civic, commercial and social life of this future wonder city whose plans are developing so rapidly.

The retired man will find no better spot to spend a happy, comfortable, pleasant old age, and learn with advancing years that the climate has extended his life beyond the anticipated measure.

Building activity in Florida is increasing phenomenally. The first six months of 1925 show an increase of approximately 135% over the same period for 1924.

The month of June, 1925, shows an increase of over 350% in building permits over June, 1924.

Remember, Florida has no state income tax, and no inheritance tax, and that the State has definitely placed itself on record as opposed to such taxation. In addition, the head of every family is exempted from taxes on all personal property up to \$500.00.

Clewiston will have room for representative and progressive citizens and a real need for them. Clewiston bids you welcome. Will you accept this invitation?

Read what John Nolen, the man who designed the plans for Clewiston and who has planned many other important cities throughout the country, has to say about Clewiston and its possibilities in his letter which is reproduced on the opposite page. Mr. Nolen has seen and recognizes the change in the entire trend of Florida from its past undeveloped state to one of intense development. He recognizes, according to his letter, the future opportunity for builders in Florida and particularly in Clewiston, and the need of young men and women to carry on the necessary civic expansion.

Bear in mind that Clewiston and its agricultural and industrial development is basically and fundamentally sound—it combines with all of the better known advantages of South Florida as a resort and sportsman's rendezvous, **the two** necessary elements without which no community can exist and expand—namely, the utilization of land for the production of crops which are necessities and the creation and building of industries for the employment of labor.

Clewiston being well founded should draw those who are interested in the development of its business world—the builder, the banker, the merchant. Clewiston is the “Dawn of Industrial Florida.”



CLEWISTON
The City of Opportunity.

You and Needs You

REPLANNING CITIES
NEW TOWN PLANNING

PHILIP W. FOSTER
Associate

SUBURBAN PLANNING
REGIONAL PLANNING

JOHN NOLEN
Harvard Square, Cambridge, Mass.

CLEWISTON

The Clewiston Sales Company,
1132 McCormick Building,
Chicago, Ill.

Clewiston appears destined to become one of the largest and most prosperous of the future central Florida cities. This may seem like a large prediction, but a study of the background against which Clewiston is being built, together with a glance at its strategic location, will convince even the skeptical of the great possibilities under right development that lie ahead.

Clewiston stands directly in the path of the future heavy automobile travel that will pass back and forth between the Florida east coast and the Florida west coast, just south of Lake Okeechobee, which forms a barrier against such traffic for a stretch of thirty miles to the north.

A new town such as Clewiston has a wonderful opportunity to start on a definite line of endeavor, to set a goal in advance by a good city plan and appropriate architecture, and thus determine the main lines of its future development and character. From the very nature of its surroundings Clewiston is bound to be a more or less distinctive town. The big feature is, of course, its location on Lake Okeechobee, and the general city plan has made the most of this by setting aside the entire lake front within the town limits for public use and enjoyment.

New frontiers are being established in Florida. Sections that appear remote are no longer so. This migration to Florida is not now made up mainly of the wealthy and the aged, but is attracting young men and young women of skill and training, of enterprise and ambition, who are looking for new fields to conquer and for new sources of wealth.

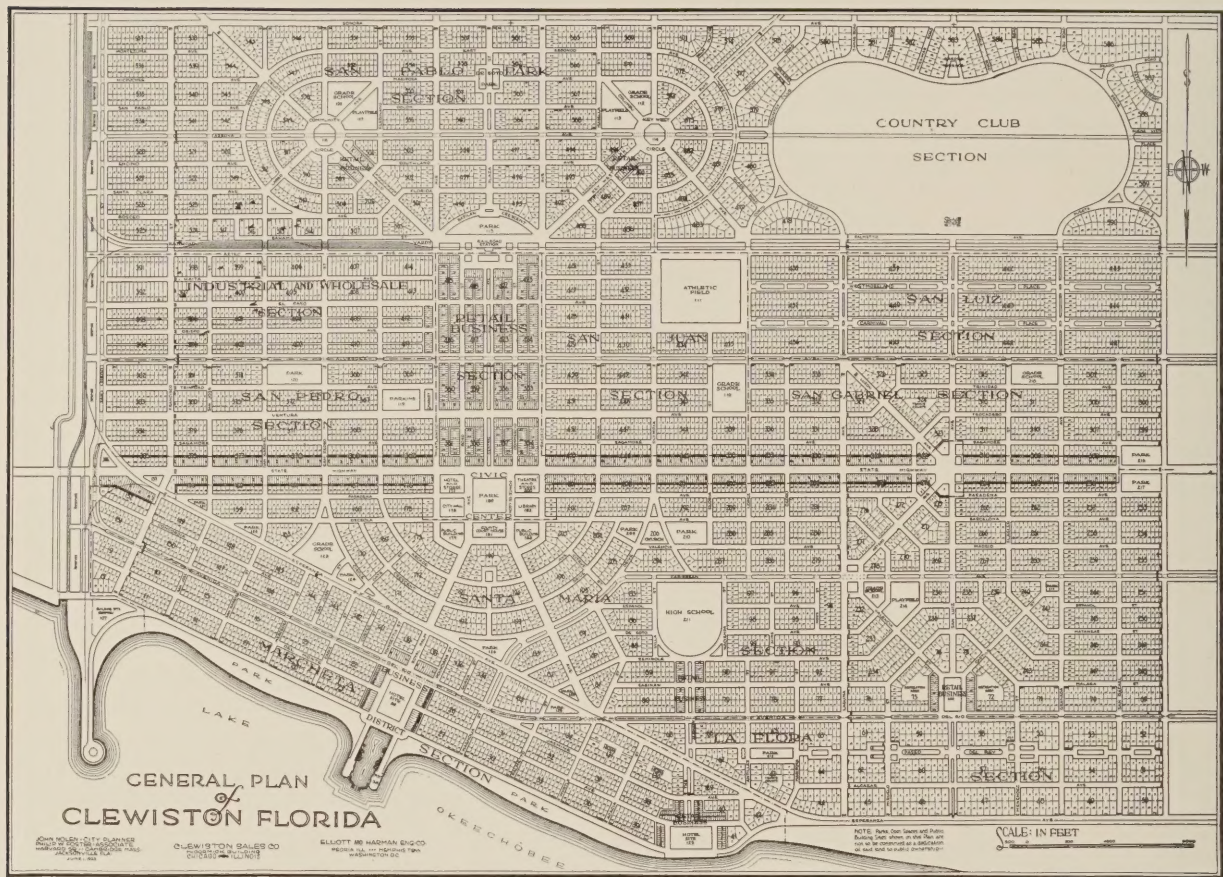
June 24, 1925.

JOHN NOLEN.



CLEWISTON
The City of Opportunity.

You Can Buy Your Property



YOU can buy lots in Clewiston at prices lower than any asked for other Florida property that can offer similar possibilities and surroundings.

The terms of payment are very liberal and enable every one to avail themselves of this opportunity. In order to buy property, you pay only 25% in cash, and the balance at the rate of 2% of the purchase price per month, **without interest on deferred payments and with all taxes paid until January 1, 1928.** This in

itself is an unusually generous method of permitting the small investor to become a part of the promising future which Clewiston should hold for those who become associated in this development.

The price of the property includes the following improvements: Hard surfaced streets, concrete sidewalks, water and electricity connections, public parks and bathing beaches—all of these improvements are specifically set out in the sales contract.



CLEWISTON
The City of Opportunity.

On The Most Liberal Terms

The sales contract, which is an agreement made between a purchaser of Clewiston property and Clewiston, Limited, protects the purchaser in every respect and defines very clearly the location and position of the property that is bought and the title will be insured by a responsible title insurance company doing business in Florida. In addition it, of course, gives details as to the total purchase price and terms under which payments are to be made and states that no interest is charged on the principal during the time of long term payments.

The general plan of Clewiston, laid out by that competent and internationally known city planner, Mr. John Nolen, is an artistic gem. Provision is made for extensive parks, bathing beaches, school, play and recreation grounds. These plans also include symmetrical and well laid out residential and business zones, in the making of which advantage has been taken of the latest experience and best knowledge of city planning.

Traffic arteries are designed to care for automotive and other vehicular movement in line with the best development and experience in many northern cities, and the zoning has been so arranged that each section will be a harmonious whole within itself and yet properly merged with the others.

The restrictions, which have been carefully considered and placed upon the property, are designed to maintain uniform improvements that will definitely enhance the value of all of the property in Clewiston, whether it be in a residential, business, industrial or agricultural section.

These restrictions should protect your investment and act as additional reasons for the rapid and substantial increase in value of property purchased in Clewiston.

Unquestionably many newcomers to Clewiston will wish to build immediately and to make their permanent home and business connection in this progressive community. We fully appreciate that the desire on the part of many to build a substantial, attractive home may be curtailed by reason of lack of funds so that it is contemplated to have arrangements made whereby you can build your home in Clewiston on a very attractive easy payment plan.

The developments of the city's business, industrial and agricultural markets should give every one an opportunity for an active business connection that ought to prove most profitable and that should enable the citizens of Clewiston to accumulate resources of a material nature as well as resources of health and consequent happiness by reason of living in this delightful spot.

When you can make your home in Clewiston you will undoubtedly wish to establish your business and base its future upon the growth of the city. In order to keep abreast of the rapidly advancing business conditions that prevail throughout all of Florida, it is probable that many who are not in the position of being able to locate permanently in this great State will wish to make investments in agricultural, industrial and similar enterprises so that they may reap large profits from the markets that will be clamoring for their various products.

It would seem therefore that man with limited means but with ability and initiative and an appreciation of his opportunities should be able to make connections in Clewiston that would enable him to interest outside capital because of the substantial return on any investment connected with the expansion of a city with as stable a foundation as possessed by the future Clewiston, the City of Opportunity.



LIBRARY U. OF I. URBANA-CHAMPAIGN

CLEWISTON
The City of Opportunity.

How Others Have Amassed Fortunes in Florida

COUNTLESS are the stories of wealth made in Florida real estate. City after city contains millionaires and approaching millionaires who have made their fortunes in Florida property and business activities. Here are just a few of the stories from real life showing how Florida has made and is making wealth for those who invest wisely in her land:

C. H. Barnes of Jacksonville purchased 700 acres near Jacksonville for \$7500. He sold the property a little over a year later for \$50,000, thinking he had made about all the profit there was to be made out of it. The man who bought it, later sold a part of the land for \$100,000 and still has the greater portion of it left.

Two lots, upon which now stands the Miami Bank and Trust Company, Miami, sold in 1902 for \$4613. One of the lots sold in 1917 for \$50,000, and a bank building was erected at a cost of \$75,000. In 1923 the Miami National Bank took over the property at \$250,000.

Four residence lots with six small five room cottages on them sold in 1912 for \$3500. Last year they sold again at a price representing an increase in land value of \$49,500.

A forty acre tract near Miami sold in 1910 for \$25 per acre. The purchaser has refused \$75,000 for the tract.

A Chicago physician moved to Jacksonville; his wife had inherited a piece of land near St. Petersburg which her father had taken years before in payment of a debt of \$400. Being in Florida, she ran over to take a look at it and sold it for \$450,000. Every foot of it has since been sold in lots at a profit of more than 100% to the purchasers.

These are but a few of the countless reports of actual profits that are taken from articles on Florida appearing in such magazines as Liberty, the Nation's Business, Review of Reviews, Saturday Evening Post, and are easily substantiated.

A special folder giving many more instances of this kind is yours for the asking.

What has happened at Palm Beach, at Miami and scores of other Florida cities can be reenacted in Clewiston.

Indeed what has happened at other Florida cities is more than likely to happen in Clewiston, because it has all of the factors that are necessary in the up-building of a city; it has a stable foundation of agricultural and industrial potentialities, and is equally favored by climate and other elements. With such a foundation and such a background, Clewiston cannot fail to become one of Florida's principal business and agricultural centers, and a resort of note as well.

Roger Babson and others have predicted that within the present generation Florida will have three cities of one million people each.

We consider Clewiston to have the foundation and resources that will enable it to become one of the most progressive and prosperous cities in this land of opportunity.

Thousands will profit by successful investment in property at "Clewiston, the City of Opportunity."

You have the chance to be among the first to do so. Don't delay, don't even hesitate. Do it NOW. Consult our local broker or write, without obligation on your part.

CLEWISTON LTD.

Clewiston Sales Company-Sales Agents

General Office

1132 McCormick Bldg., 332 S. Michigan Ave.

Chicago, Illinois

Local Brokers in many Principal Cities.

